



SOCCER
BOTTLE SLEEVE



ENJOY
CHILLED



NO ADDED
PRESERVATIVES



LOW
ALCOHOL



GLUTEN
FREE

STELLA ROSA® POWERS GROWTH

Stella Rosa® drives stronger loyalty and delivers significant value, boosting category performance and shopper engagement.

4 SKUs ranked in the
**TOP 100
WINES**

Source: NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

Stella Rosa® is a
TOP RECRUITMENT
brand, bringing more loyal
& valuable shoppers to
the wine category.

#1

**FLAVORED
WINE BRAND**

Source: NIQ; Total US xAOC;
Latest 52 weeks ending
12/27/25

Introducing

THE STELLA ROSA SOCCER BOTTLE SLEEVE



Stella Rosa
Buyer

vs.

Average Wine
& RTD Buyer

Average Annual Wine & RTD Trips

22.0 **18.5**

Average Annual Wine & RTD Spend

\$438 **\$395**

Average items in Wine & RTD Basket

10.6 **9.6**

†Numerator Insights, Point of Entry Report, Point of Entry
Buyers n=15372; Stella Rosa Point of Entry Buyers n=975,
12 Months Ending 7/31/2024

Stella Rosa Black

RANKS #8
among all wine SKUs

Source: NIQ; Total US xAOC; Latest 52 weeks ending 12/27/25

Stella Rosa® Black

is a proprietary blend of several red grape
varietals including Brachetto, infused
with natural flavors of blackberry,
blueberry, and raspberry. This wine
provides notes of jammy dark berries,
bursting on the palate.



BOTTLE UPC:



CASE UPC:



00087872633369

Stella Rosa® is Growing The Wine Category
25%
OF CONSUMERS
ARE NEW TO WINE

Source: Numerator Insights-Brand
Diagnostics and New Buyers Analysis P12ME
12/31/2024

MADE IN ITALY
ENJOY CHILLED

 RIBOLI FAMILY WINES

STELLAROSAWINES.COM

For more information, please contact
your local sales representative

AVAILABLE POS

ALSO AVAILABLE IN SPANISH

- CASE CARD
- CASE TUCKER
- CASE SLEEVE
- BASE WRAP



INNOVATIVE MARKETING



**CONNECTIVITY TO
POP CULTURE**

300M+ IMPRESSIONS
ON MEDIA OUTLETS



**CONSUMER
SAMPLING**

**150+
EVENTS
ANNUALLY**



**iHeart
RADIO**



Clear Channel Outdoor

**1B PR
Impressions**

STELLA ROSA
AMERICA'S FAVORITE



STELLA ROSA
SIP LIKE A
CHAMPION!

Stella Rosa® is Growing The Wine Category

25%

**OF CONSUMERS ARE
NEW TO WINE**

"As household names in the imported wine industry, Stella Rosa®, and their parent company Riboli Family Wines, are considered mainstays of popular alcohol culture." — **yahoo!**

"The bestselling wine brand in California isn't from California. It's not Josh or Barefoot or Coppola, or Two-Buck Chuck. It's an Italian import called Stella Rosa, created by the Riboli family, a wine company based not in Napa or Sonoma but in the shadow of Dodger Stadium, in Lincoln Heights." — **Los Angeles Times**

BILLBOARDS



**108
BOTTLES**
OF STELLA ROSA
ARE SOLD
EVERY MINUTE

**MOST FOLLOWED
& ENGAGED**
Wine Brand
on Social Media



740K+

Combined Followers



10M
Consumers
reached on

SOCIAL MEDIA

*JAN - MAY 2025

bonniemalzoni Love my Stella cans!!!!
14w 1 like Reply



dwinters53 I love me some Stella Rosa, especially while
listening to Lainey Wilson ❤️❤️
4w 7 likes Reply

743M+ impressions served on
E-COMMERCE ADS
in 2025